

CATALYSTMR · 2026 EDITION

Online Panel Sample Book & ESOMAR 37 Responses.

Reach the audiences **others can't.**

Proprietary, double opt-in panels built for B2B, healthcare, and niche consumer studies — with 800+ targeting variables, 400+ CATI interviewers for difficult-to-reach target audiences, and project teams who have spent entire careers in market research.

REACH

55M+ panelists · 55+ countries

AUDIENCES

B2B · Healthcare · Niche Consumer

CONTACT

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• 01 · THE COMPANY

CatalystMR at a glance.

Sample, CATI fieldwork, and survey programming for research teams running complex, hard-to-reach studies — fielding thousands of projects every year across business, healthcare, and consumer audiences, on proprietary panels we own and operate ourselves.

55+

COUNTRIES SERVED

Active panels across the globe — North America to Africa.

4,200+

PROJECTS PER YEAR

Online sample, CATI fieldwork, and survey programming, managed end-to-end.

55M+

PANEL MEMBERS GLOBAL

Double opt-in members across B2B, healthcare, and consumer audiences.

18M+

U.S. PANELISTS

Census-balanced, deeply profiled, validated against 300+ standardized questions.

B2B PANELS

Decision Makers

C-suite, IT decision makers, HR & benefits leaders, small business owners, and industry specialists.

HEALTHCARE

Clinicians & Admin

Verified physicians, specialty providers, nurses, technicians, and hospital administrators.

TECHNOLOGY

IT Professionals

Developers, engineers, IT operations, security specialists, and infrastructure leads.

B2C PANELS

General Consumer

Census-balanced national samples plus Gen Z, Millennials, parents, and ethnic communities.

• 02 · AUDIENCES

Specialty panels we own and operate.

Audiences profiled against 300+ standardized questions and re-validated twice yearly. Every member is recruited through our proprietary double opt-in flow — never aggregated from third-party lists.

PROFESSIONAL & HEALTHCARE

Hard-to-reach

B2B Panels

- **Professional**
C-level, VPs, Directors, Managers, small business owners
- **Medical**
Specialty physicians, nurses, technicians, hospital admins
- **IT Decision Makers**
IT pros, developers, engineers, infrastructure leads
- **HR Decision Makers**
Benefits leaders, hiring managers, talent acquisition
- **Tradesmen**
HVAC, plumbers, electricians, construction
- **Insurance Brokers**
Commercial, life, health, and P&C brokers
- **Retail, CPG, Hospitality & Travel**
Operators, buyers, and category specialists
- **Education**
Teachers, professors, principals, district administrators

CONSUMER

Census-balanced

B2C Panels

- **National Representative Samples**
Census-balanced across age, gender, region, and ethnicity
- **Ailment & Caregiver Panels**
50+ verified conditions — see next slide
- **Moms & Parents**
By age of child, household composition, and primary decision maker
- **Ethnicity Panels**
Hispanic, Black, Asian-American, multi-cultural audiences
- **Automotive Ownership**
By make, model, intent, and purchase timeframe
- **Gamers**
Console, PC, mobile — casual through enthusiast tiers
- **Millennials & Gen Z**
Lifestyle, attitudes, and digital-native behaviors
- **Gen X & Boomers**
Empty nesters, pre-retirees, financial decision makers

03 · HEALTHCARE AUDIENCES

Ailment & caregiver panels.

Reach the people living with a specific condition — or the people caring for them — without burning incidence on a general population screener. Our ailment panels are **self-reported and condition-verified** at registration, refreshed twice yearly, and recruited through the same double opt-in process as every CatalystMR panel.

• 50+ verified conditions

• Patient & caregiver flags

• Diagnosis recency profiled

• Treatment status tracked

ALLERGY & RESPIRATORY

7

Allergies
Asthma
Emphysema
Hay Fever
Skin Allergies
Sleep Apnea
Dermatitis

CARDIO & METABOLIC

6

Atrial Fibrillation
Heart Attack
High Blood Pressure
High Cholesterol
Type 1 Diabetes
Type 2 Diabetes

MENTAL HEALTH

8

ADD
ADHD
Anxiety
Anxiety Disorder
Depression
OCD
Phobias
Alcoholism

NEUROLOGICAL & SLEEP

6

Alzheimer's
Dementia
Headache / Migraine
Multiple Sclerosis
Narcolepsy
Insomnia

PAIN & INFLAMMATORY

5

Osteoarthritis
Osteoporosis
Pain (Chronic)
Rheumatoid Arthritis
Shingles

GI & LIVER

7

Chronic Constipation
Diarrhea
GERD
Heartburn
IBS
Ulcers
Hepatitis

WOMEN'S & URINARY

4

Endometriosis
Heavy Menstrual Bleeding
UTI
Overactive Bladder

SKIN, VISION & BLOOD

8

Acne
Eczema
Psoriasis
Rosacea
Dry Eye
Glaucoma
Hemophilia
Anemia

04 · GLOBAL REACH

Panels across the globe.

Each red dot represents a market where CatalystMR maintains active, double opt-in panel members. Larger highlighted dots mark our top-volume markets.

TOTAL PANELISTS

55,333,646

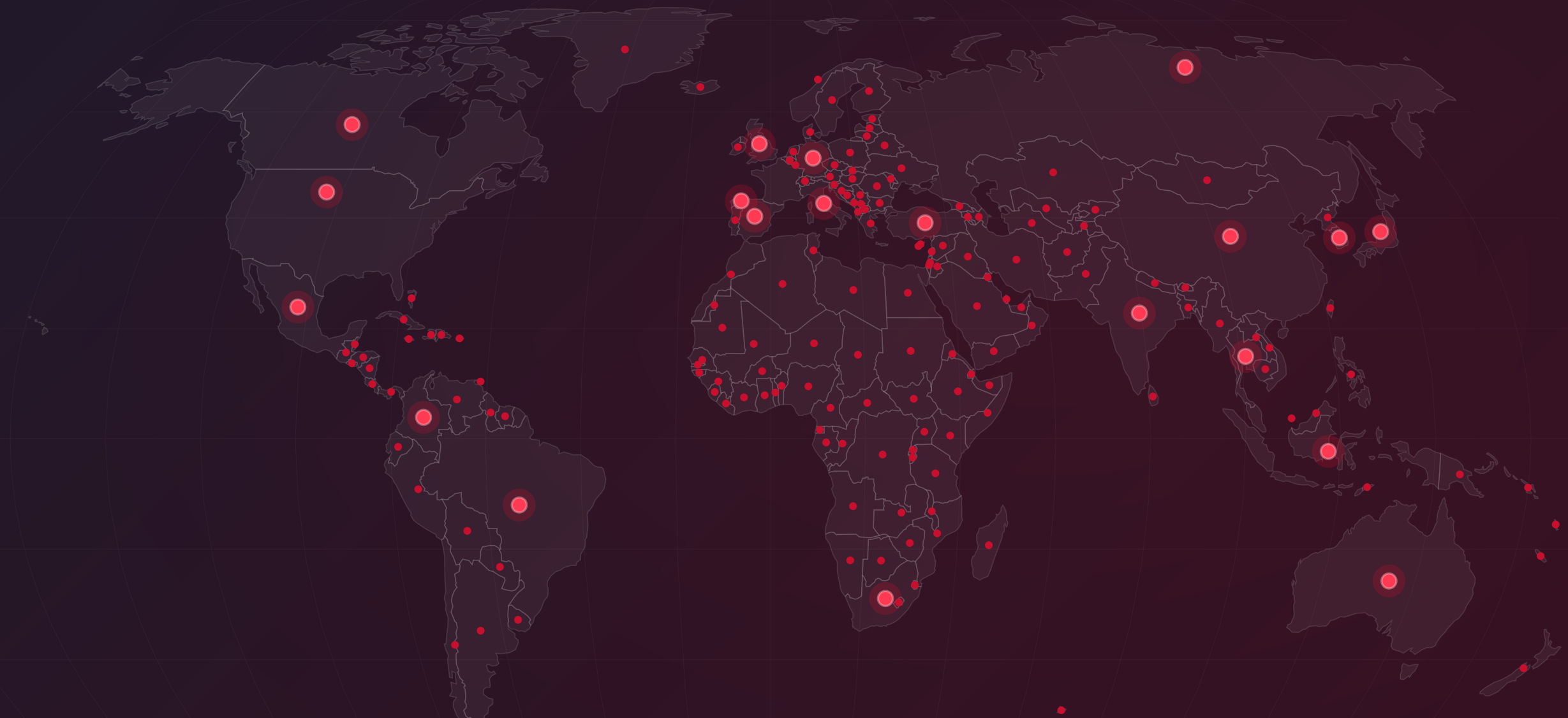
Across 55+ active markets worldwide

BY REGION

| | |
|-------------------------|------------|
| North America | 25,545,500 |
| Europe | 11,892,000 |
| Asia-Pacific | 10,802,076 |
| Central / South America | 5,626,500 |
| Africa & Middle East | 1,467,570 |

TOP MARKETS

| TOP MARKETS | | PANELISTS | |
|---------------|-------|-----------|-------|
| United States | 18.2M | Japan | 2.97M |
| India | 2.30M | Canada | 1.85M |
| China | 1.76M | UK | 1.72M |
| Brazil | 1.67M | Germany | 1.28M |
| France | 1.04M | Russia | 727K |
| Indonesia | 688K | Mexico | 613K |



● Active panel market ● Top-volume market ● Country boundary

• 04B • COUNTRY DETAIL

Panel size by country.

Top markets shown with current active panel counts. Additional markets — 35+ across the globe — are available on request; contact us for size in your target country.

NORTH AMERICA

25.55M PANELISTS

| | |
|--------------------|-------------------|
| United States | 18,195,500 |
| Canada | 1,850,000 |
| Mexico | 612,500 |
| + regional markets | 4,887,500 |

EUROPE

11.89M PANELISTS

| | |
|--------------------|------------------|
| Great Britain | 1,722,000 |
| Germany | 1,281,000 |
| France | 1,042,800 |
| Russia | 726,800 |
| Italy | 435,000 |
| Spain | 313,500 |
| + regional markets | 6,370,900 |

ASIA-PACIFIC

10.80M PANELISTS

| | |
|--------------------|------------------|
| Japan | 2,970,000 |
| India | 2,304,500 |
| China | 1,760,000 |
| Indonesia | 687,500 |
| Australia | 451,000 |
| Thailand | 407,000 |
| South Korea | 401,500 |
| + regional markets | 1,820,576 |

CENTRAL / SOUTH AMERICA

5.63M PANELISTS

| | |
|--------------------|------------------|
| Brazil | 1,669,950 |
| Colombia | 315,900 |
| + regional markets | 3,640,650 |

AFRICA & MIDDLE EAST

1.47M PANELISTS

| | |
|--------------------|----------------|
| South Africa | 511,000 |
| Turkey | 485,500 |
| + regional markets | 471,070 |

TOTAL REACH

55,333,646

panelists worldwide

ACTIVE MARKETS

55+

double opt-in panels

COVERAGE

Across the globe

contact us for any market

• 05 • DATA QUALITY

An 11-pronged quality program — applied to every sample we deliver.

Bots, cheaters, speeders, straight-liners, and inattentive respondents are filtered *before* your data lands. Every panelist is fingerprinted, profiled against 300+ standardized questions, and held to a documented three-strikes policy.



01

11-Pronged Quality Approach

Multi-layer programmatic checks for bots, cheaters, speeders, straight-liners, and inattentive respondents — applied during fielding, before results reach your data file.



02

Imperium RelevantID

Industry-standard device fingerprinting deduplicates panelists across every online sample source — proprietary and partner — at survey entry.



03

55+ Global Markets

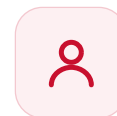
Census-balanced panels in every market we serve. Distributions are matched to local government statistics as closely as feasibility allows.



04

ISO & GDPR Compliant

Certified to ISO 27001:2013, ISO 20252:2019, and ISO 9001:2015. Compliant with GDPR, HIPAA, COPPA, and the EU-US Data Privacy Framework.



05

Validated Respondents

Every panelist is profiled against 300+ standardized questions covering demographics, behavior, and category usage — and re-profiled twice yearly to keep records current.



06

Three-Strikes Policy

A dedicated quality team monitors response patterns continuously. After three documented violations a panelist is permanently removed from the marketplace.

Company profile.

ESOMAR 37 is the industry's standard self-assessment for online sample providers. The following pages are CatalystMR's complete, current responses — kept up to date for buyers and procurement teams who need to qualify panel partners with confidence.

Company

Sources

Delivery

PM

Respondents

Quality

Compliance

Q1

Provide a brief description of your company history and experience in conducting online sample.

Founded in **2008**, CatalystMR is a privately-held market research firm headquartered in the United States. We field **4,200+ online research projects annually across 55+ markets worldwide**, supporting B2B, healthcare professional, and consumer audiences.

Every panel we operate is built and maintained **exclusively for research use** — no rewards-mining communities, no marketing lists, no third-party redirects. Online panels and CATI are run side-by-side so we can recover hard-to-reach studies without compromising the sample frame.

Q2

What experience does your company have in providing online samples for market research?

Our leadership has worked the full spectrum of market research — from **end-client decision makers**, to full-service agencies, to research-technology providers, to global sample suppliers. That breadth shapes how we design every panel.

The operations team **owns every sampling plan, algorithm, and survey programming spec** we deliver, with deep hands-on expertise in sampling design, quality control, and study set-up. There is no sales-to-ops handoff after a project sells; the people who scope feasibility are the same people who run the field.

Sample sources & recruitment.

Company

Sources

Delivery

PM

Respondents

Quality

Compliance

Q3 What types of online sample sources do you offer?

Three core offerings:

- **Proprietary online panels** — double opt-in, across B2B, HCP, and B2C audiences in 55+ markets.
- **CATI fieldwork** — sampling and call-center capacity for hard-to-reach audiences and low-incidence studies.
- **Expert survey programming** — scripting and hosting on the Decipher (FocusVision) platform.

Q4 Which sample source types are used most often, and what is each typically used for?

Panel members are recruited through four primary channels — each routed through the same double opt-in registration flow:

- **Publisher portals** offering editorial space to qualified audiences.
- **Opt-in newsletter** placements with publisher partners.
- **Targeted database invitations** for verified professional audiences.
- **Non-incentivized affiliate traffic.**

Q5 Are these online sample sources proprietary or do they come from third-party partners?

Sample is sourced primarily from our **proprietary** online panels and CATI panels. Partner sample is layered in only when a project's incidence, geography, or feasibility requires it — and only with the client's **prior knowledge and approval**. Source transparency is non-negotiable.

Q6 Please describe the recruitment channels for your online sample.

Recruitment begins with a registration link. Prospective members submit their contact details, receive a confirmation email, and must **log in to activate** their account — a true double opt-in flow.

Once active, members set their own **survey frequency and topic preferences**, which drive invitations going forward.

Validation & delivery.

Company Sources **Delivery** PM Respondents Quality Compliance

Q7 What steps validate participants and reduce duplication?

Imperium RelevantID deduplicates at the device level across every sample source. Stratified sampling is paired with demographic, attitudinal, and behavioral benchmarks; identical algorithms run each wave so panel composition stays stable and census-representative.

Q8 What brand & domain names are used for recruitment?

CatalystMR.com is the sole proprietary recruitment platform for every panel we operate. We do not run unbranded recruitment microsites or shell properties — members always know who they are joining.

Q9 Which sample delivery models do you offer?

Fully managed-service delivery. An experienced project management team owns each engagement end-to-end — feasibility, programming, fielding, monitoring, and final data delivery. We do not offer self-serve or API integrations.

Q10 How is sample-source transparency handled when partners are used?

When partner sample is required, the client is **notified in advance** and given a written summary of the source mix and the deduplication controls in place. No partner sample is added without explicit client awareness — ever.

Q11 Which research applications are your samples suitable for?

Online panels: quantitative B2B and B2C, wave studies, recontact, conjoint, and concept testing. **CATI:** quantitative work targeting hard-to-find B2B, healthcare professionals, and tightly geo-targeted audiences where online incidence is impractical.

★ Why managed service?

A human owns your project. The PM who scopes feasibility is the same PM who watches the field reports each morning — so issues are surfaced early, with options, not after the field closes.

Project management.

Company Sources Delivery **PM** Respondents Quality Compliance

Q12 Describe the process from invitation through completion.

All invitations meet **ISO 20252 disclosure standards**. Every participant is told up front:

- Estimated length of interview
- Confidentiality statement
- Survey close date and incentive terms
- Opt-out link and privacy policy
- Any technical or device requirements

Q13 What profile data is collected and how is it kept current?

Standard profile data includes name, email, mailing address, gender, postal code, year of birth, education, and occupation. Members are then profiled against **300+ standardized questions** covering demographics, behavior, household composition, and category usage — and **re-profiled twice yearly** to keep records current.

Q14 What information do you require to quote feasibility?

To return an accurate feasibility quote we need: **number of completes, expected incidence rate, length of interview, full respondent specifications, quota structure, any sensitivity or PII flags, and recontact plans** if applicable. The more we know up front, the tighter the quote — and the fewer surprises in field.

Q15 How do you handle a project that proves to be infeasible?

Project managers stay in continuous contact throughout fielding. If feasibility, incidence, or quality issues emerge, they are **surfaced early with options** — not buried until the field closes. Any partner sample required to recover a project is brought on only with the client's advance approval and a clear deduplication plan.

• ESOMAR 37 · SECTION 5 OF 7

Sampling & respondent experience.

Company Sources Delivery PM Respondents Quality Compliance

Q16 Do you use a survey router?

No. CatalystMR does not operate a survey router. Every invitation is sent to a specific respondent for a specific study — eliminating router-related selection bias.

Q18 What information about a survey is provided to respondents before they begin?

Participants are told the **expected length of interview**, given a generic subject line, the incentive value, and the survey close date — never the study sponsor or sensitive topic detail that could bias responses.

Q19 How are respondents selected for any given survey?

Respondents are invited to **one specific survey at a time**. They do not browse a menu of available studies, and they do not self-select between projects.

Q20 How are incentives structured and can they change?

Incentives may be **increased** mid-project to keep pace with a difficult target, but **never decreased**. Rewards are issued through a marketplace points system scaled to LOI, with **charity donation** options available.

Q21 How do you measure respondent satisfaction?

An ongoing **satisfaction program** runs alongside every survey. Respondents rate length, logic, and language clarity, and may leave open-text feedback — all reviewed by our quality team and fed back into screener and program design.

Q22 What information is included in a standard post-project debrief?

Total responses, status breakdown (**completes, screen-outs, quota fulls, drop-outs**), average length of interview, and incidence rate — delivered alongside the final data file.

Data quality & validation.

Company Sources Delivery PM Respondents **Quality** Compliance

Q23 How is participation frequency controlled?

Participation frequency and responsiveness are scored continuously. Default contact policy is **one invitation plus two reminders** per study, with client-configurable **quarantine windows** between projects.

Q24 What individual-level data is held about each panelist?

Each panelist record carries **registration date, survey participation history, and incentive redemption history**. All records are stored and processed in compliance with GDPR and applicable regional privacy frameworks.

Q25 How is fraud detected and removed?

A layered system: **stratified sampling, LOI-vs-answer consistency checks, RelevantID device deduplication**, and a dedicated quality team that reviews flagged respondents daily.

Q26 How is sample-source consistency maintained on tracking studies?

For trackers, **sampling plans, algorithms, panel blends, send-out rates, and profiling criteria** are held constant wave over wave. Any changes are documented and surfaced to the client **before** fielding the next wave.

Q27 How is ongoing panel member quality tracked?

Our QA team monitors response patterns across every project. Unusable responses are removed from the deliverable and flagged on the panelist record. After **three flagged violations**, the panelist is permanently removed from the marketplace.

Q28 What in-survey quality controls are applied?

Programmable checks include **survey-level and question-level speed limits, straight-lining detection, open-end quality scoring, red-herring trap questions, duplicate IP and geo/time-of-day checks**, and cross-question consistency validation.

Policies & compliance.

Company

Sources

Delivery

PM

Respondents

Quality

Compliance

Q29-30

What privacy and data-protection frameworks apply?

Our privacy policy is published at catalystmr.com. CatalystMR is compliant with **GDPR, HIPAA, COPPA**, and the **EU-US Data Privacy Framework** (with UK Extension), and follows the codes of conduct of the **Insights Association, CMOR, and ESOMAR**.

Q31

How is participant consent managed?

Members consent at registration. They can **update consent, change preferences, or unsubscribe at any time** through their panel dashboard or by contacting our support team. Consent state is recorded with timestamp on the member record.

Q32

How are incentives handled for compliance?

Incentives are issued as **marketplace points scaled to LOI**, redeemable through online payment partners. All incentive reporting complies with applicable **tax regulations** in the member's market.

Q33

How is research with minors handled?

Research with respondents under 16 follows **COPPA** and ESOMAR youth-research guidelines. **Verifiable parental consent** is required, and parents are encouraged to participate alongside the child where appropriate.

Q34

How is privacy-by-design enforced across the organization?

Privacy-by-design principles govern every department — **confidentiality, records management, panel structure, data collection & processing**, and professional conduct — enforced through training, audit, and our internal quality team.

Q35-36

What security and quality certifications are held?

CatalystMR holds three active ISO certifications, with all client data handled under strict confidentiality:

- ISO 27001:2013 — information security
- ISO 20252:2019 — market research quality
- ISO 9001:2015 — quality management

• ESOMAR 37 · QUESTION 37

Metrics availability.

Q37 Do you produce industry-standard metrics for your online sample?

Yes. Detailed metrics are available in aggregate and broken out by country and source. To receive the metrics relevant to your project or target market, contact CatalystMR directly — we'll provide a written summary tailored to the audiences and geographies in your scope.



Panel Size by Country

Active panel counts available on request for any of 55+ markets.



Response & Completion Rates

Project-level completes, screen-outs, quota fulls, and drop-outs.



Average LOI

Per-project average length-of-interview tracking, by audience.



Incidence Rate

Actual-vs-estimated IR provided for every project we deliver.

• LET'S RUN YOUR PROJECT

Get in touch.

Ready to field your next project? Send us your specs — target audience, markets, number of completes, incidence, and length of interview — and we'll return a feasibility quote, usually inside one business day.

SALES ENQUIRIES

sales@catalystmr.com

Feasibility quotes & new project briefs

ON THE WEB

catalystmr.com

Capabilities, certifications, panel detail

WHAT WE NEED

**Target audience · Completes · IR ·
LOI · Markets**

Plus quota structure & any sensitivity flags